

WHAT IS CLAIMED IS:

1 1. A method, employing a browser in data communication over a network
2 with a server, for determining a price of a product, said server having a plurality of
3 addresses associated therewith, said method comprising:

4 displaying information concerning said product in a browser window, said
5 information including an offered price data of said product;
6 associating a subportion of said plurality of addresses with an identification
7 code;
8 agreeing to said offered price data by storing said information in said
9 subportion, defining agreed price data; and
10 changing said agreed price data to said offered price data in response to a
11 predetermined event.

1 2. The method as recited in claim 1 wherein said predetermined event
2 includes expiration of a preset amount of time.

1 3. The method as recited in claim 1 wherein said predetermined event
2 includes dissociating said information from said subportion of said plurality of
3 addresses.

1 4. The method as recited in claim 1 wherein said information corresponds
2 to characteristics of an automobile.

1 5. The method as recited in claim 1 wherein said information corresponds
2 to characteristics associated with an automobile, and said changing said agreed price
3 comprises:

4 varying said characteristics.

1 6. The method as recited in claim 2 wherein said preset time is in a range
2 of one to ten days.

1 7. The method as recited in claim 1 wherein said offered price data
2 includes information includes taxes associated with a geographic region and a
3 manufacture's suggested retail price (MSRP), and said changing said agreed price data
4 comprises:

5 varying said MSRP independently of said taxes.

1 8. A computer system comprising:
2 a processor, configured to operate a browser;
3 a network interface, coupled to said processor and coupled to a server via a
4 network, wherein said network interface permits said browser to be in
5 data communication over said network with said server and said server
6 has a plurality of addresses associated therewith;
7 computer readable medium coupled to said processor; and
8 computer code, encoded in said computer readable medium, for determining a
9 price of a product by virtue of being configured to cause said
10 processor to:
11 display information concerning said product in a browser window, said
12 information including offered price data of said product;
13 associate a subportion of said plurality of addresses with an
14 identification code;
15 permit agreement to said offered price data by storing said information
16 in said subportion, defining agreed price data; and
17 change said agreed price data to said offered price data in response to a
18 predetermined event.

1 9. The computer system as recited in claim 8 wherein said predetermined
2 event includes expiration of a preset amount of time.

1 10. The computer system as recited in claim 8 wherein said predetermined
2 event includes dissociating said information from said subportion of said plurality of
3 addresses.

1 11. The computer system as recited in claim 8 wherein said information
2 corresponds to characteristics of an automobile.

1 12. The computer system as recited in claim 8 wherein said information
2 corresponds to characteristics associated with an automobile, and said computer code
3 configured to cause said processor to change said agreed price is further configured to
4 cause said processor to:

5 vary said characteristics.

1 13. The computer system as recited in claim 9 wherein said preset time is
2 in a range of one to ten days.

1 14. The computer system as recited in claim 8 wherein said offered price
2 data includes information includes taxes associated with a geographic region and a
3 manufacture's suggested retail price (MSRP), and said computer code configured to
4 cause said processor to change said agreed price is further configured to cause said
5 processor to:

6 vary said MSRP independently of said taxes.

1 / 15. A computer program product for operation on a computer system
2 having, employing a browser in data communication over a network with a server, for
3 determining a price of a product, said server having a plurality of addresses associated
4 therewith, said computer product comprising:

5 code to display information concerning said product in a browser window, said
6 information including offered price data of said product;
7 code to associate a subportion of said plurality of addresses with an
8 identification code;
9 code to accept said offered price data by storing said information in said
10 subportion, defining agreed price data; and
11 code to change said agreed price data to said offered price data in response to a
12 predetermined event.

1 16. The computer program product as recited in claim 15 wherein said
2 predetermined event includes expiration of a preset amount of time.

1 17. The computer program product as recited in claim 15 wherein said
2 predetermined event includes dissociating said information from said subportion of
3 said plurality of addresses.

1 18. The computer program product as recited in claim 15 wherein said
2 information corresponds to characteristics of an automobile.

1 19. The computer program product as recited in claim 15 wherein said
2 information corresponds to characteristics associated with an automobile, and said
3 code that changes said agreed price comprises:
4 code to vary said characteristics.

1 20. The computer program product as recited in claim 16 wherein said
2 preset time is in a range of one to ten days.

1 21. The computer program product as recited in claim 15 wherein said
2 offered price data includes information includes taxes associated with a geographic
3 region and a manufacture's suggested retail price (MSRP), and said code that changes
4 said agreed price comprises:
5 code to vary said MSRP independently of said taxes.

1 22. An apparatus, employing a browser in data communication over a
2 network with a server, for determining a price of a product, said server having a
3 plurality of addresses associated therewith, said method comprising:
4 means for displaying information concerning said product in a browser
5 window, said information including an offered price data of said
6 product;

7 means for associating a subportion of said plurality of addresses with an
8 identification code;
9 means for agreeing to said offered price data by storing said information in
10 said subportion, defining agreed price data; and
11 means for changing said agreed price data to said offered price data in
12 response to a predetermined event.

1 23. The apparatus as recited in claim 22 wherein said predetermined event
2 includes expiration of a preset amount of time.

1 24. The apparatus as recited in claim 22 wherein said predetermined event
2 includes dissociating said information from said subportion of said plurality of
3 addresses.

1 25. The apparatus as recited in claim 22 wherein said information
2 corresponds to characteristics of an automobile.

1 26. The apparatus as recited in claim 23 wherein said information
2 corresponds to characteristics associated with an automobile and said means for
3 changing said agreed price comprises:
4 means for varying said characteristics.

1 27. The apparatus as recited in claim 23 wherein said preset time is in a
2 range of one to ten days.

1 28. The apparatus as recited in claim 22 wherein said offered price data
2 comprises information includes taxes associated with a geographic region and a
3 manufacture's suggested retail price (MSRP), and said means for changing said agreed
4 price data comprises:
5 means for varying said MSRP independently of said taxes.

1 29. A method for managing information regarding a product comprising:
2 selecting a selected feature from a plurality of such features, wherein said
3 product can be configured with at least one of said features; and
4 storing said information, wherein said information includes said selected
5 feature.

1 30. The method as recited in claim 29 wherein said plurality of features is
2 one of a set of such pluralities of features.

1 31. The method as recited in claim 29 wherein each one of said features
2 corresponds to characteristics of an automobile.

1 32. The method as recited in claim 31 wherein one of said set of such
2 pluralities of features is a make of said automobile.

1 33. The method as recited in claim 31 wherein one of said set of such
2 pluralities of features is a model of said automobile.

1 34. The method as recited in claim 31 wherein one of said set of such
2 pluralities of features is a trim level of said automobile.